

POMERANCE & BREINES

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AVERY ARCHITECTURAL AND FINE ARTS LIBRARY

GIFT OF SEYMOUR B. DURST OLD YORK LIBRARY

**PROPOSED
BROADWAY CONVENTION CENTER**

POMERANCE & BREINES, ARCHITECTS P.C.

BROADWAY CONVENTION CENTER

INTRODUCTION

Amenities:

The site is located within walking distance of a concentration of hotels, restaurants, theaters and shopping facilities second to none in the world. Public transportation serves this area to a degree unobtainable elsewhere. It is midway between Grand Central Terminal and the Pennsylvania Station with easy access to all subway lines and to numerous bus routes.

A Broadway Convention Center becomes part of a development which includes five blocks of retail arcades, residential and hotel buildings, a 10-acre recreation deck and a pedestrian-subway connection to Rockefeller Center.

These related uses, viz; conventions, retail, residence and recreation are not only mutually advantageous financially, but they guarantee around-the-clock activity. This new complex, together with neighboring theatres, restaurants and shops would make for a revitalized, secure Times Square District.

LAND & ASSESSED VALUATIONS

The site, five blocks between the Avenue of the Americas and Broadway - 7th Avenue from 42nd Street to 47th Street has an area of 602,000 sq. ft. exclusive of streets. The assessed value is \$64,130,000.

DEVELOPMENT PROGRAM

Sub-Surface Level:

The Sub-Surface Level contains 584,200 sq. ft. for trucking, storage and service facilities for the exhibition space and apartment/hotel facilities. Approximately 250,000 sq. ft. are available for retail use connected with a proposed subway arcade to Rockefeller Center as well as to the Street Level Shopping Arcade.

Street Level:

The Shopping Arcade contains 405,800 sq. ft. Additional space for shops will be included along the Avenue of the Americas and the Broadway-7th Avenue frontage. Sufficient height is available for mezzanines throughout the Shopping Arcade Area.

Exhibit Level:

562,000 sq. ft. on one level, is provided in three spaces. The largest has 322,000 sq. ft. with a clear height of 35'-0" and a maximum clearance of approximately 42'-0" with a 150' x 150' grid. Two additional spaces, one of 196,000 sq. ft. and one of 44,000 sq. ft. with 20'-0" clear height and grids of 60'-0" x 60'-0" are provided.

Mezzanine Level:

Above the 196,000 sq. ft. of smaller Exhibit Space are meeting rooms, dining facilities and reception rooms etc. Above the 44,000 sq. ft. Exhibit Space there is a Health Club with access to the outdoor Recreational Facilities at the Plaza Level, available to exhibitors, residents and the occupants of surrounding commercial buildings.



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<https://archive.org/details/proposedbroadway00unse>

Plaza Level:

Recreational Facilities including swimming pool, tennis, platform tennis, jogging track, amphitheater, restaurants and sitting areas are located on an open space of approximately 10 acres with direct access from the Apartment-Hotel structures as well as the Health Club.

Apartment & Hotels:

Seven sites are indicated with direct access at Street Level.

Approximately 4000 studio type units and hotel rooms are anticipated

in 40 story structures above the Plaza Level.

April 5, 1976

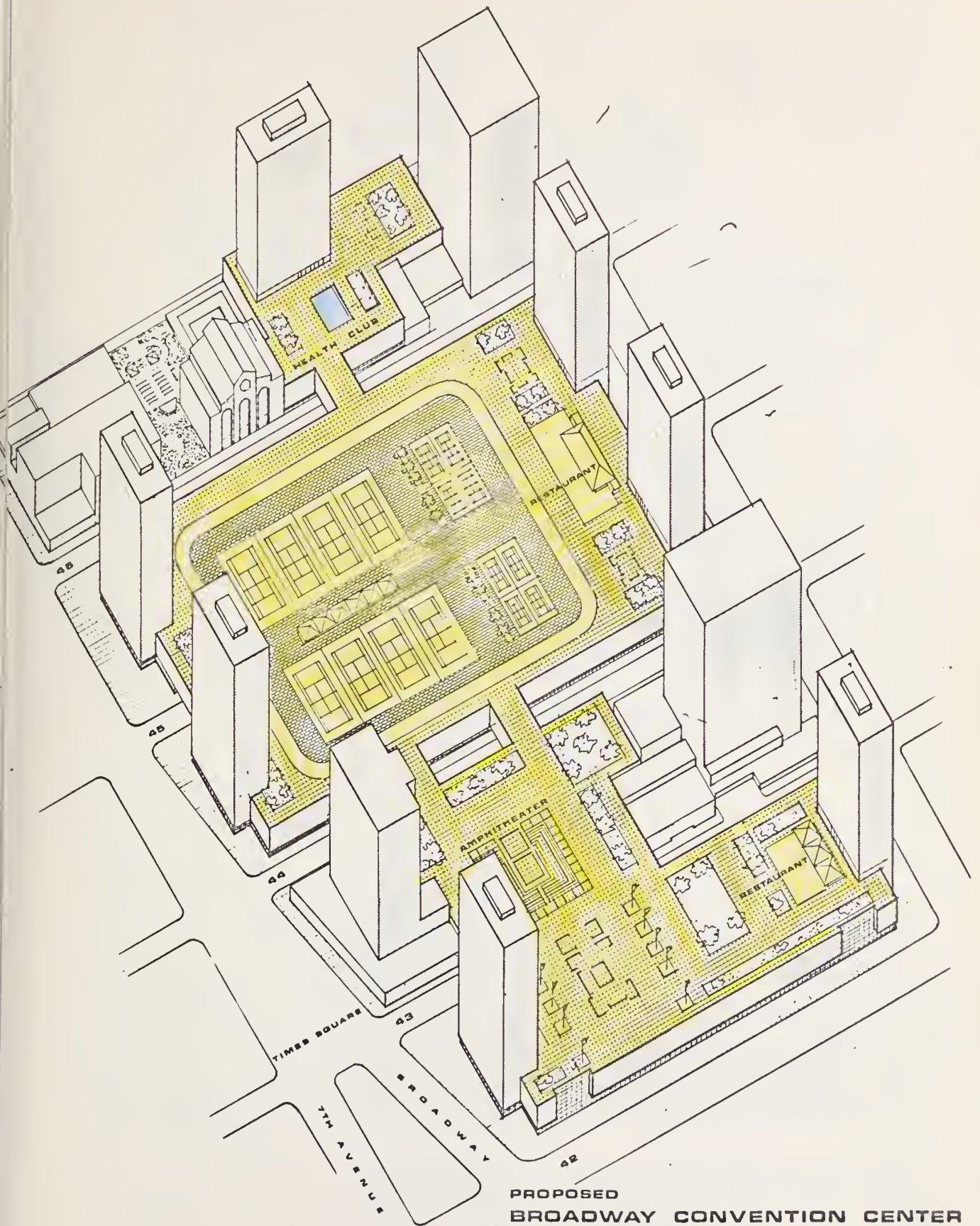
Existing Theaters:

Four theaters, viz; the Belasco, Hudson, Lyceum and Henry Miller, are part of the development site. However, it is possible to re-construct these old structures so that they can serve the Convention Center as meeting halls. Removing the balconies and scene lofts and creating "thrust" stages would permit them to be used as theaters as well.

Garage Facilities:

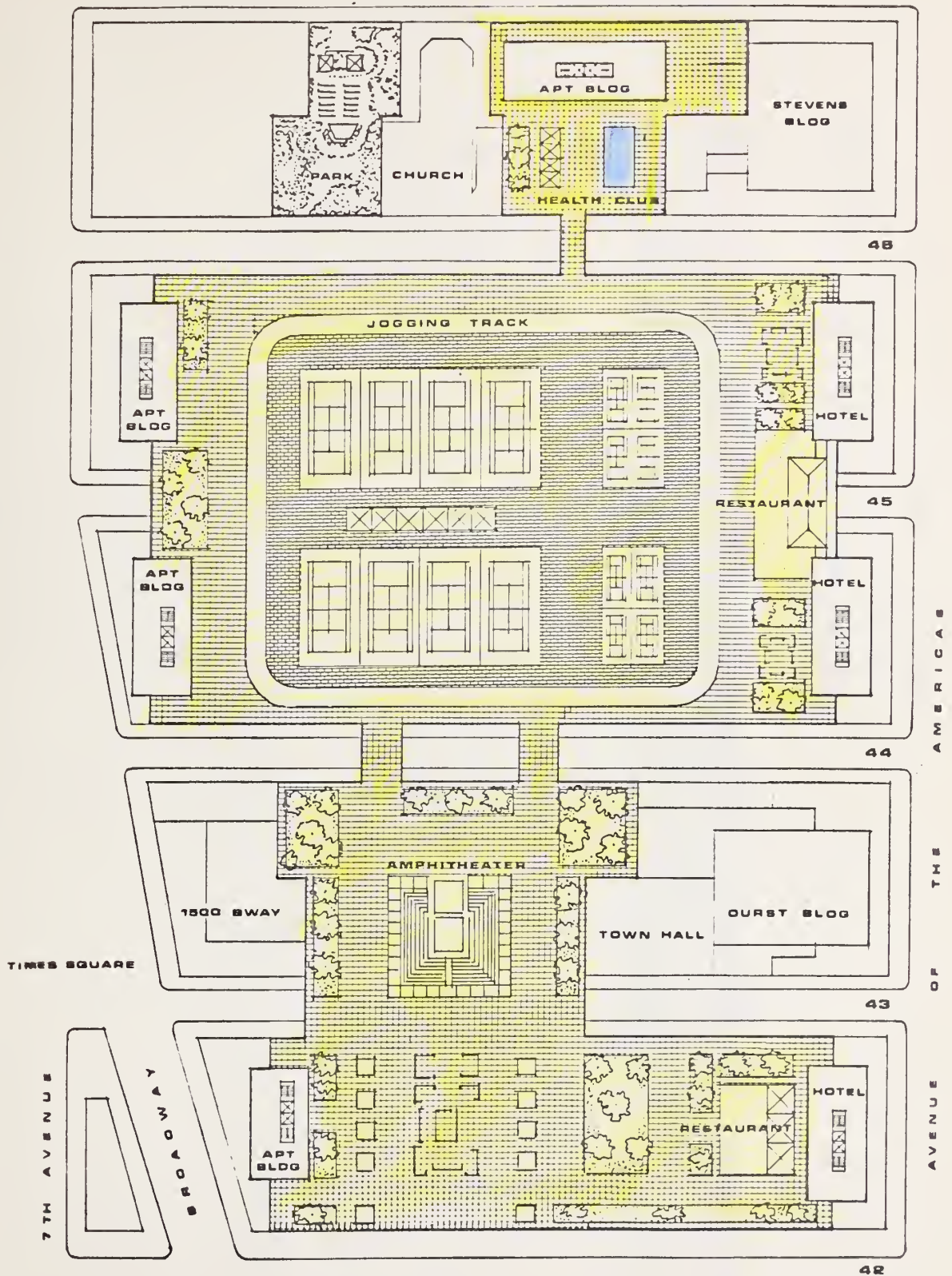
If studies indicate the desirability of providing for public parking accommodations, space can be made available for 600 to 1200 cars on the block between 44th and 45th Streets at the Sub-Surface Level. This facility would represent a substantial rental income at little additional cost.

April 7, 1976



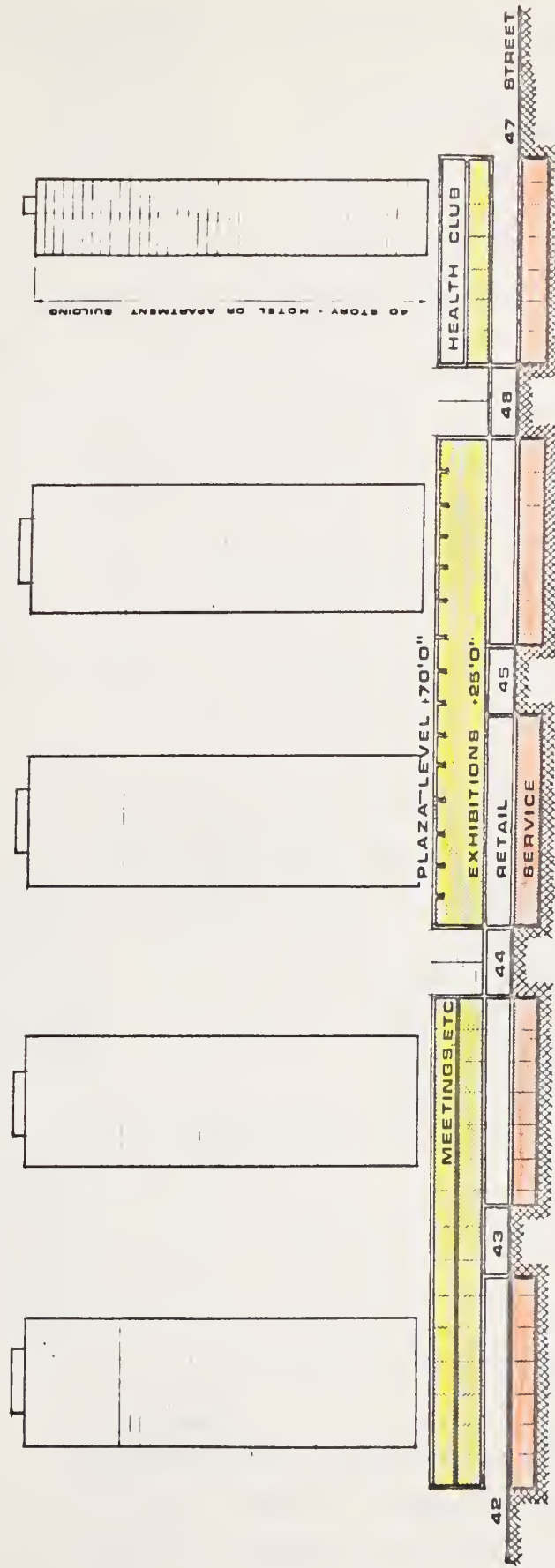
**PROPOSED
BROADWAY CONVENTION CENTER
AERIAL VIEW**

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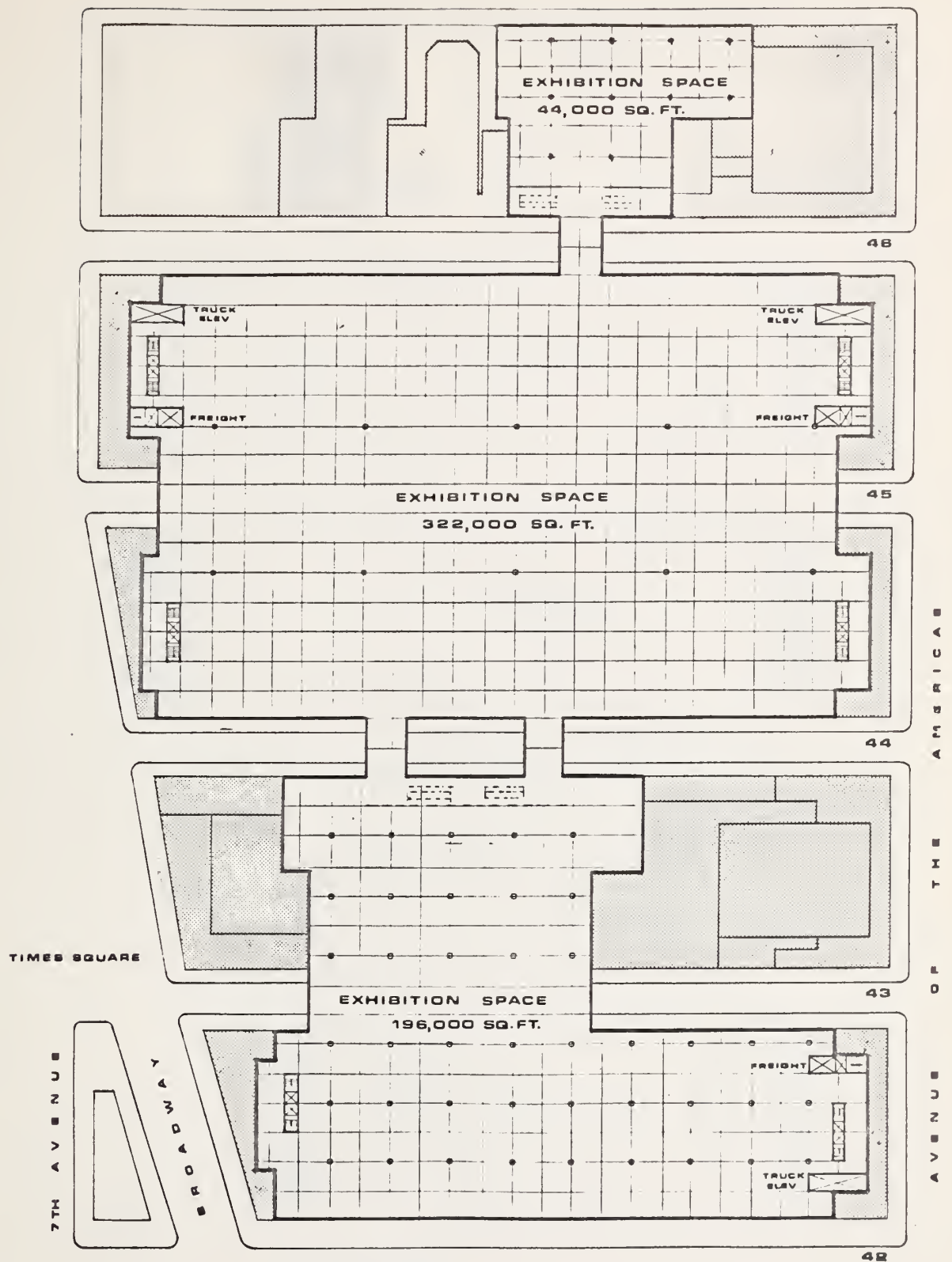
**PROPOSED
BROADWAY CONVENTION CENTER
PLAZA LEVEL - 10 ACRES**

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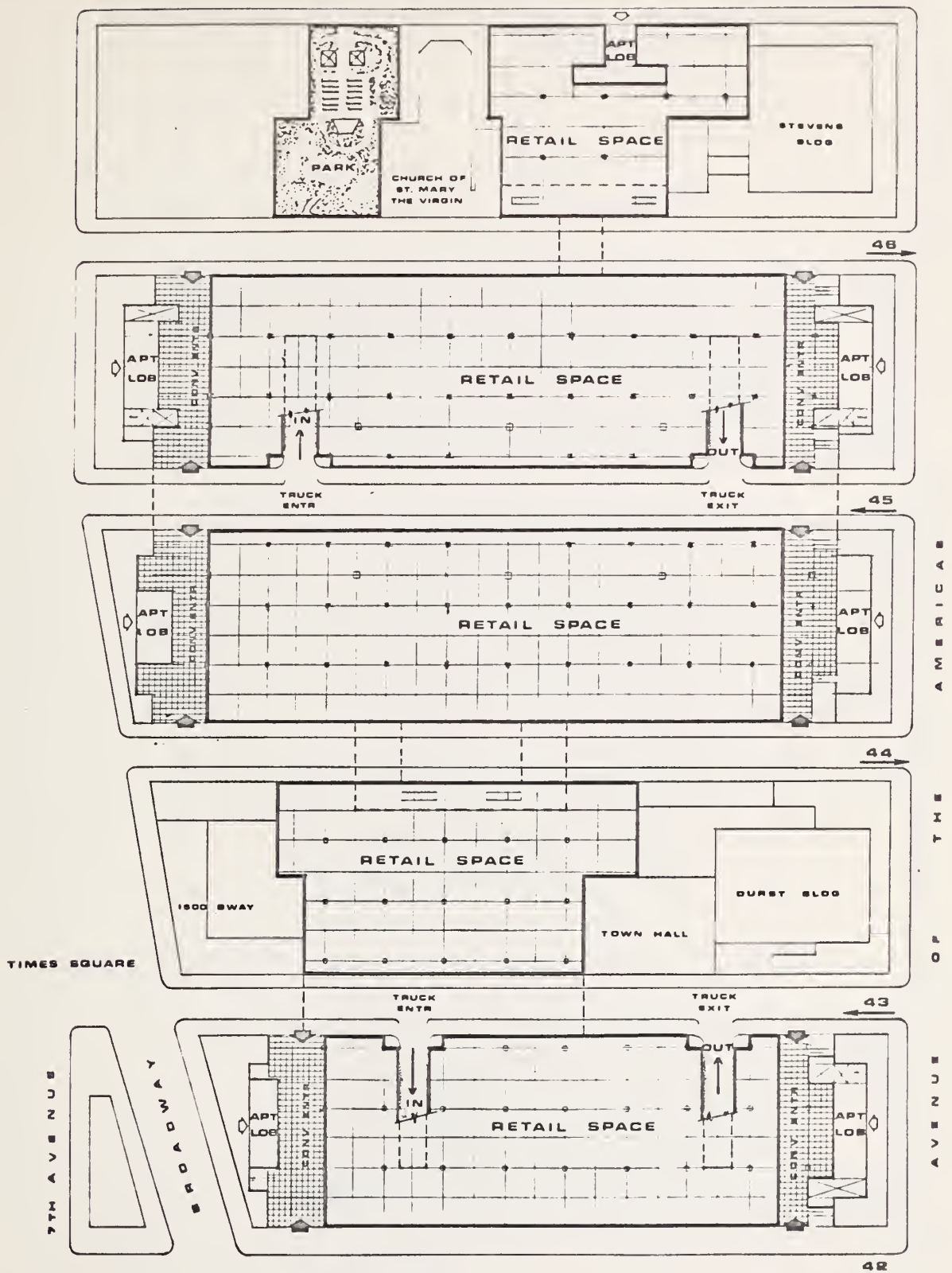
**PROPOSED
BROADWAY CONVENTION CENTER
SECTION**

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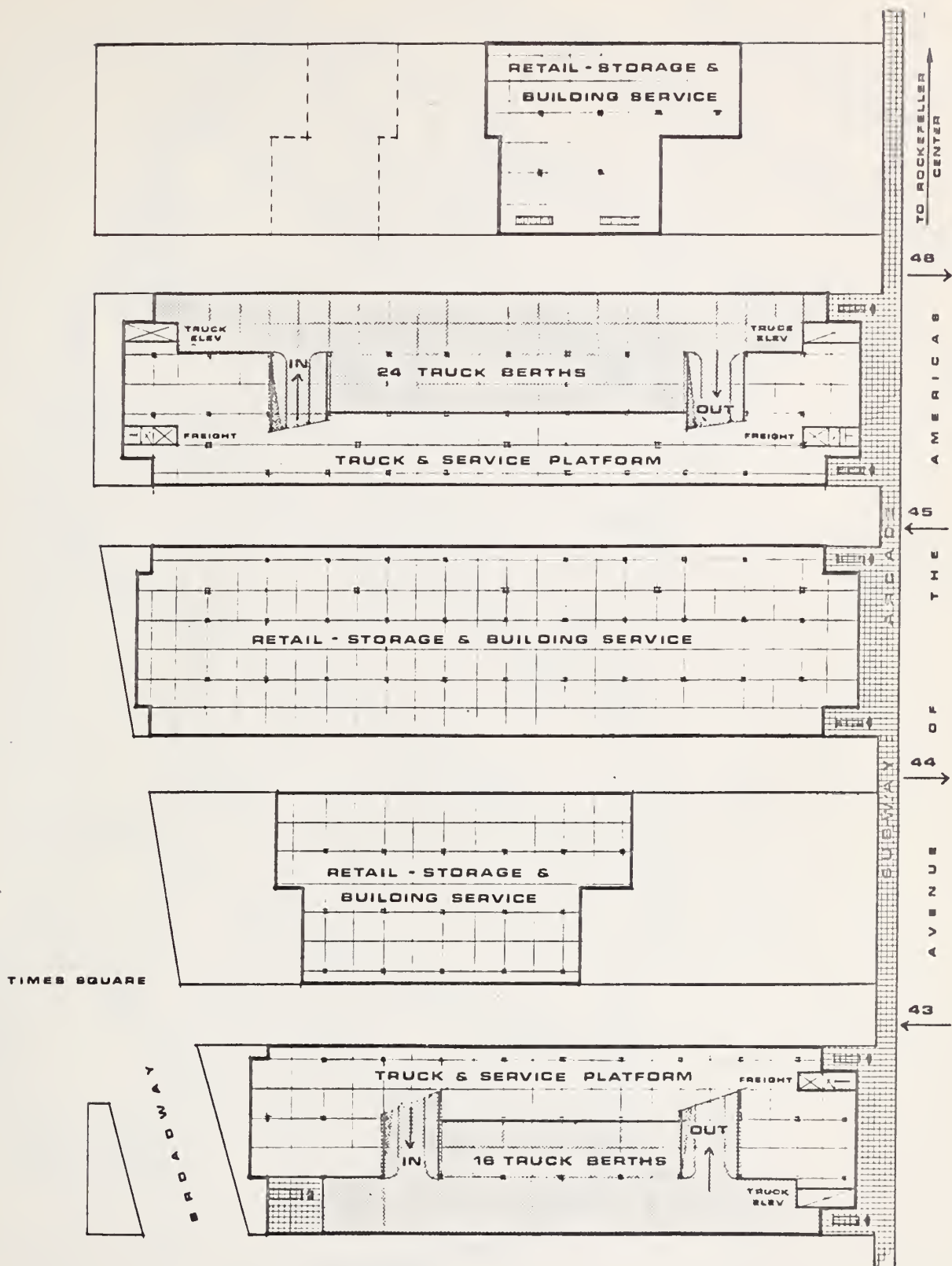
**PROPOSED
BROADWAY CONVENTION CENTER
EXHIBIT LEVEL - 562,000 SQ. FT.**

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**PROPOSED
BROADWAY CONVENTION CENTER
STREET LEVEL - RETAIL - 405,800 SQ.FT.**

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**PROPOSED
BROADWAY CONVENTION CENTER
SUB-SURFACE LEVEL**

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**HOTEL LOCATIONS
PROPOSED CONVENTION
CENTERS**

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Major Hotels
A. Abbey Victoria
B. Americana of N.Y.
C. Americana Squire
D. Barbizon Plaza

- ## Minor Hotels



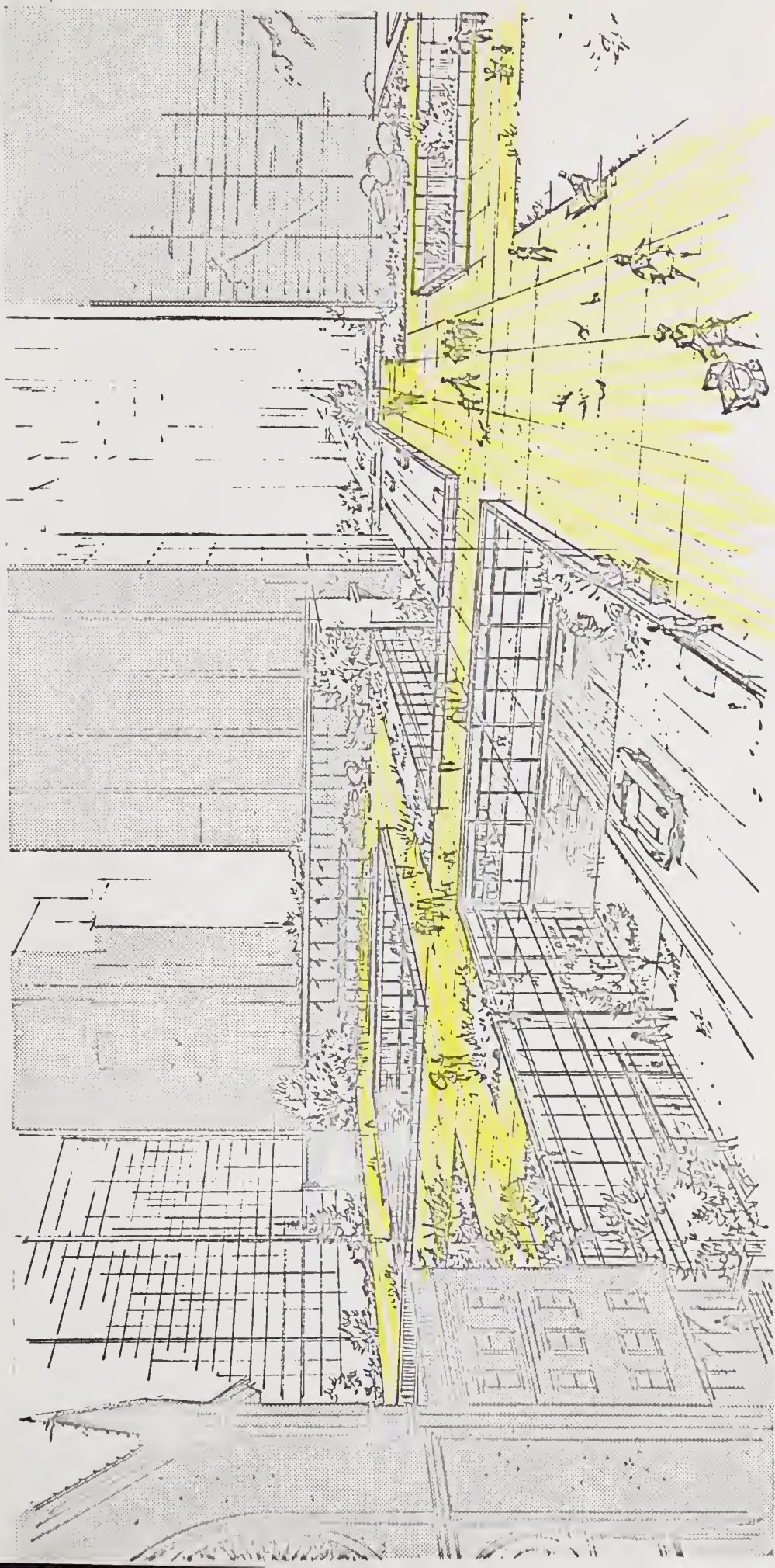
MOTEL LOCATION MAP

PROPOSED

CONVENTION CENTER

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EAST RIVER



PROPOSED
BROADWAY CORRIDOR
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